1. (Currently Amended)

A weatherseal assembly comprising:

a weatherseal having a base region defined by a surface adapted to sealingly engage an associated vehicle body structure, and a first cavity defined by a rib spaced a first dimension from the surface, and a bulbous seal portion;

a fastening peg having a self-piercing end adapted to pierce the surface of an associated the weatherseal;

a helical flange substantially circumscribing thea nose;

a shoulder axially spaced from the flange a dimension greater than the dimension of the weatherseal <u>surface</u> whereby the flange and shoulder are disposed on opposite faces of the surface to engage the fastening peg to the weatherseal without compressing the surface; and

a locking assembly disposed adjacent the shoulder and adapted to secure the fastening peg to an associated vehicle body structure.

- 2. (Currently Amended) The fastening peg of claim 1 wherein the pointed nose includes a thread.
- 3. (Currently Amended) The fastening peg of claim 1 wherein the pointed nose is conically shaped for piercing and advancing through an associated weatherseal.
- 4. (Currently Amended) The fastening peg of claim 1 wherein the helical flange includes a leading portion that spirals radially and circumferentially outward from the pointed nose.

5, 6 (Canceled)

7. (Currently Amended) The fastening peg of claim 6 wherein the helical flange merges into the pointed-nose at a location spaced axially inward from a terminal end of the pointed-nose.

- 8. (Currently Amended) The fastening peg of claim 7 wherein the helical flange includes a leading portion that spirals axially, radially and circumferentially from the pointed nose.
- 9. (Original) The fastening peg of claim 8 wherein the helical flange terminates in a radial edge.
- 10. (Currently Amended) The fastening peg of claim 9 wherein the radial edge is located approximately 360° from where the helical flange merges into the pointed-nose.
 - 11. (Currently Amended) In combination,

an elastomeric weatherseal; and

a molded plastic fastening peg adapted to form an opening in the elastomeric weatherseal and secure the weatherseal to a vehicle, the fastening peg comprising:

- a nose portion at a first end terminating in a piercing conical point;
- a flange spaced axially from the conical point and including a leading portion that extends axially from adjacent the nose portion;
 - a circumferentially continuous shoulder axially spaced from the flange; and
- a locking assembly spaced on an axial opposite side of the shoulder from the flange, including first and second flexible arms extending radially outward therefrom.
- 12. (Previously Amended) The combination of claim 11 wherein the leading portion of the fastening peg flange radially, axially, and circumferentially merges into the nose portion.
- 13. (Previously Amended) The combination of claim 12 wherein the leading portion of the fastening peg flange merges into the nose portion at a region axially spaced from the conical point.

14. (Canceled)

- 15. (Previously Amended) The combination of claim 11 further comprising a base on the fastening peg configured for handling by automated machinery.
- 16. (Previously Amended) A method of attaching a weatherseal to a vehicle comprising the steps of:

providing a fastening peg having enlarged first and second flanges spaced apart by a first dimension:

piercing the weatherseal with the fastening peg to form an opening in the weatherseal of a diameter less than the first and second flanges;

partially advancing the fastening peg through a second dimension less than the first dimension whereby the first flange passes through the weatherseal opening and the second flange does not pass through the weatherseal opening; and

wherein the advancing step includes rotating the fastening peg at a first rotational velocity to form the opening in the weatherseal, and subsequently rotating the fastening peg at a slower, second rotational velocity to advance a portion of the fastening peg into a first cavity of the weatherseal.

7. (Canceled)

- 18. (Original) The method of claim 16 comprising the further step of securing the fastener in an opening formed in the vehicle.
- 19. (Original) The method of claim 18 wherein the securing step includes axially advancing the fastener in the vehicle opening.
- 20. (Original) The method of claim 16 comprising the further step of mechanically gripping one end of the fastening peg.

(Canceled)

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22. (Previously Amended) The method of claim 16 wherein the advancing step is terminated after the first flange has advanced through the weatherseal opening.